Use Case Specification: Produce Marketing Reports

1. Produce Marketing Reports

1.1 Brief Description

Karoline will utilize the CRM program to record marketing information and generate reports based on this information.

2. Flow of Events

2.1 Basic Flow

Actors: Karoline, CRM program

When Karoline wants to view, print, or present marketing information, such as Campaign performance or Conversion metrics, she will use the CRM software to generate reports either automatically at predetermined times (i.e. monthly, quarterly, annually, etc.).

2.2 Alternative Flows

2.2.1 *Karoline generates a manual report*

Actors: Karoline, CRM

Karoline may use CRM program to select some or all sections of the Marketing report.

These reports can be generated, printed, and presented and any time interval.

3. Special Requirements

There are no Special Requirements

4. Pre-conditions

4.1 Market data must be captured and stored by the CRM program

For the marketing data to be useful, all data must be tracked through the CRM program.

5. Post-conditions

5.1 Report is printed

Report(s) is printed out at a predetermined time or at the discretion of Karoline.

6. Extension Points

6.1 No Extension Points